

# Montgomery, Alabama Quality of Life Grant Proposal



## Presented By:

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# Montgomery Organization for Rewarding Education

# Purpose

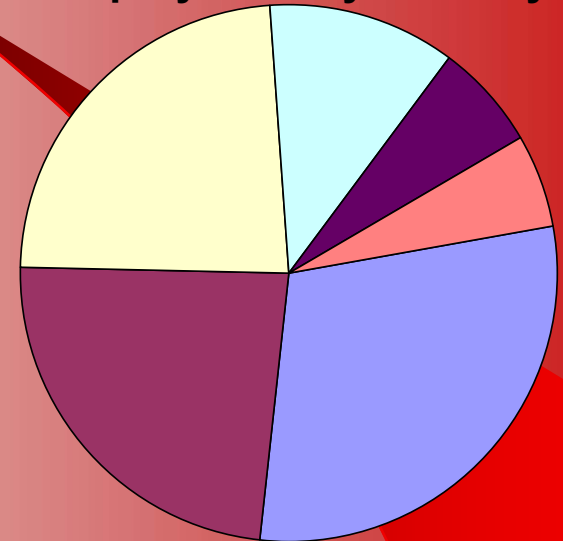
- To increase high school graduation rates and college admissions of at-risk youth in Montgomery, Alabama

# Situation

Kristen Meloche

# Economic Needs

**Employment by Industry**



- Major Industries in Montgomery

- Distribution
- Fabricated Metals
- Medical
- Plastics
- State & Regional Government

- Poverty level

- Montgomery Co. 13.5%
- Alabama 12.5%
- U.S. 12.4%

Services & Misc.	(28%)
Wholesale & Retail Trade	(22%)
Government	(22%)
Manufacturing	(11%)
Finance, Insurance & Real Estate	(6%)
Mining & Construction	(5%)

# Education Needs

- 9.56% High school drop-out rate
- Alabama ranks 44th for residents with a bachelor's degree

# Education Influences Economy

- “Skilled communities rise – unskilled communities fall.”
  - Harvard economist Edward Glaeser
- Knowledge Economy
- 52% of recruiters rated poor schools as “major barriers” to attracting quality employers.
  - Morrison Institute

# Additional Needs: High School Dropouts

- More likely to slip into poverty
- Average hourly wage has drops over 10% per decade.
- Average annual earning by educational level:
  - High school dropout \$12,809
  - High school graduate, no college \$18,737

# At-Risk Students

- At-risk Students
  - Ethnic status
  - Low economic status
  - Poor achievement
  - Low school attendance
  - Student attitudes toward school
  - Family characteristics
- National Free Lunch Program
  - Indicator of need in schools.
  - Montgomery County : 62.5%.

# Target Audience

- Total high school students in Montgomery School System 6,600
- Students in need (62.5%) 4,125
- Target Audience (9.8%) 404

# Solution

The MORE Program

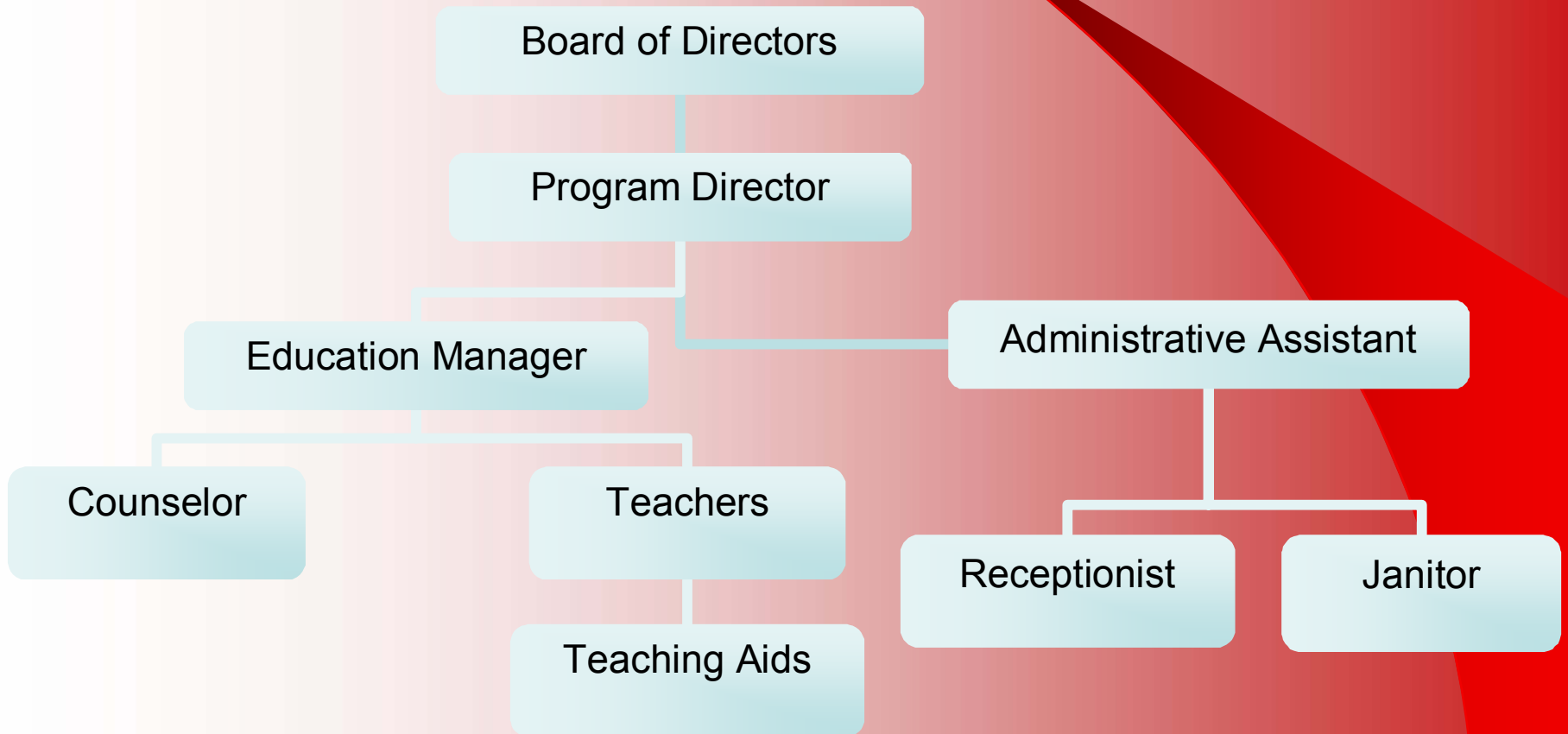
# Mission Statement

- Diagnose and remediate student deficiencies preparing them to graduate high school and excel in college studies.
- Integrate technology into the teaching and learning process in order to address all learning styles.

# How MORE Works

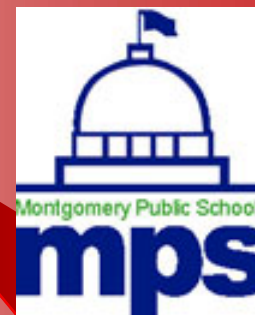
- Upon enrollment
  - Students meet with the program counselor
  - Identifies problem areas
  - Plans their course of study
- Classes and tutoring
  - Alabama graduation requirements
  - Classes taught by teachers
  - One-on-one tutoring by Teaching Assistants
- Incentives
  - Laptop give-a-ways
  - Scholarships
  - Essay contests
- The center also offers additional services
  - counseling services
  - college guidance
  - career assistance

# MORE Organization



# Cooperative Agreements: Education Agreements

- Alabama Dept. of Education, Montgomery School System
  - Assess and accredits MORE program, allowing students to receive credit
- A+ Education Foundation
  - Alabama network of education program and grass-roots
- National Drop-out Prevention Center (Clemson University)
  - Research and strategies to lower high school attrition rates
- Local colleges and universities
  - Arrange for student internship opportunities as teaching assistants in the MORE program.



# Cooperative Agreements: Material Agreements

- Gifts in Kind
  - IT Specialists: discounted technology services
  - Office Max: office furnishings and supplies
- Hewlett-Packard Southeast Contributions Program
  - Computers, Wiring, Networking Equipment
- No Child Left Behind (US Dept. of Education)
  - Additional funding for teacher's salaries
- Bell South Education Gateway
  - Discounted phone, internet and data services



# Cost Analysis

# Program Cost Overview

Monthly Costs	\$64,500.00
Start-up Costs	\$102,010.00
Marketing Costs	\$2,089.00
Employee Costs	\$722,538.00
Additional Services	\$60,000.00
Donations	\$10,000.00
Total	\$961,137.00
Surplus	\$38,863.00

# Monthly and Start-up Costs

<b>Remodeling Costs</b>		
Office Division	80/sq ft.	<b>80,000.00</b>
Parking lot lights		<b>20,000.00</b>
Computer networking		<b>2,010.00</b>
Total		<b>102,010.00</b>
<b>Montly Costs</b>		
	cost/ month	
Rent	5,000.00	<b>15,000.00</b>
Utilites	1,375.00	<b>49,500.00</b>
Total		<b>64,500.00</b>

# Equipment

- Donated!
  - Computers, printers, office equipment
    - Hewlett Packard
  - Tables, chairs, desks
    - Gifts in Kind, Office Depot

- Total Donations:
  - \$92, 543

<b>Additional Services</b>		
	<b>budget/ year</b>	
Computer support	10,000.00	<b>30,000.00</b>
Maintenince	10,000.00	<b>30,000.00</b>
<b>Total</b>		<b>60,000.00</b>

# Marketing

<b>Marketing Costs</b>	
Local Newspapers	<b>210.00</b>
College newspapers	<b>54.00</b>
Flyers	<b>350.00</b>
Mirrors	<b>975.00</b>
Essay contest	<b>500.00</b>
Total	<b>2,089.00</b>

- TV and radio public air time
- Press Conference

# Employees

<b>Employee Costs</b>		
	salary/ year	
Program director	58,727.00	<b>176,181.00</b>
Education manager	48,665.00	<b>145,995.00</b>
Teacher	40,379.00	<b>121,137.00</b>
Counselor	25,226.00	<b>75,678.00</b>
Administrative assistant	31,760.00	<b>95,280.00</b>
Receptionist	16,680.00	<b>50,040.00</b>
Janitor	19,409.00	<b>58,227.00</b>
<b>Total</b>		<b>722,538.00</b>

- Board of Directors
- Teacher's Aids

# Fundraising

- Expect additional \$10,000 in fundraising each year.
  - Silent auctions
  - Privately sponsored SAT/ ACT prep classes
  - Hosting community events